

## WHAT IS CLAIMED IS:

1. A method of uncovering a putative insect repellent or attractant comprising identifying volatiles differentially emitted from a plant infected with a virus and identifying at least one of said volatiles thereby uncovering the putative insect repellent or attractant.
2. The method of claim 1, wherein said virus is an insect transmitted virus.
3. The method of claim 1, wherein said virus is a virulent virus.
4. The method of claim 1, wherein said virus is an avirulent virus.
5. The method of claim 2, wherein said virus is acquired by said insect in a persistent manner.
6. The method of claim 2, wherein said virus is acquired by said insect in a non persistent manner.
7. The method of claim 1, wherein said identifying volatiles differentially emitted from said plant infected with said virus is effected by collecting said volatiles emitted from said plant infected with said virus and an identical plant not infected with said virus.
8. The method of claim 7, wherein said collecting is effected by adsorbing said volatiles emitted from said plant and said identical plant to a solid absorbent.
9. The method of claim 8, wherein said collecting is further effected by desorbing said volatiles from said solid absorbent.

10. The method of claim 1, wherein said identifying said at least one of said volatiles is effected by using a gas chromatograph, a gas chromatograph coupled with a mass spectrograph, or a high pressure liquid chromatograph.

11. The method of claim 7, wherein said volatiles differentially emitted from a plant infected with a virus include volatiles emitted at a higher level as compared with said identical plant.

12. The method of claim 7, wherein said volatiles differentially emitted from a plant infected with a virus include volatiles emitted at a lower level as compared with said identical plant.

13. The method of claim 7, wherein said volatiles differentially emitted from a plant infected with a virus include volatiles unique to said plant infected with said virus.

14. The method of claim 7, wherein said collecting said volatiles emitted from said plant infected with said virus is effected at a predetermined time point following infection of said plant with said virus.

15. The method of claim 14, wherein said predetermined time point corresponds to a predetermined titer of said virus in a tissue of said plant.

16. The method of claim 1, further comprising monitoring a behavior of a plurality of insects exposed to said at least one of said volatiles.

17. The method of claim 16, wherein said monitoring is effected by enumerating said plurality of insects attracted or repelled by said at least one of said volatiles.

18. The method of claim 17, wherein said enumerating is effected by trapping.

19. The method of claim 17, wherein said monitoring is effected by using an insect olfactometer.
20. The method of claim 1, further comprising isolating said at least one of said volatiles.
21. A method of uncovering a putative insect repellent or attractant comprising:
- (a) infecting a plant with a virus;
  - (b) identifying volatiles differentially emitted from said plant infected with said virus as compared to a non-infected plant at a time point following said step of said infecting said plant with said virus;
  - (c) identifying at least one of said volatiles thereby uncovering the putative insect repellent or attractant.
22. The method of claim 21, wherein said predetermined time point corresponds to a predetermined titer of said virus in a tissue of said plant.